

CREATIVE BRIEF

DRAFT

BRAND NAME: CAMBRIDGE

ISSUED BY: C. Abbruscato

PROJECT TITLE: August 1st FSI

DATE ISSUED: May 25, 1993

I. STATEMENT OF PURPOSE:

On August 1, 1993, Cambridge will utilize a free standing insert to generate trial and provide some awareness in the absence of any traditional advertising.

The timing of this FSI will provide the opportunity to communicate Cambridge's new everyday low price, and make it seem "newsworthy". The combination of retail clutter and a new price point will cause consumer confusion. Therefore, it is critical that the new price and the brand value proposition be clearly communicated.

II. PROGRAM OBJECTIVES:

- Generate trial among competitive price sensitive pack smokers
- Encourage purchase continuity
- Increase marketplace presence

III. PROGRAM STRATEGIES:

- Deliver a B2C1F pack coupon via FSI with an umbrella theme
- Offer an incentive bounceback which compliments the "theme" of the FSI and reinforces the brand's message

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IV. CREATIVE/EXECUTIONAL CONSIDERATIONS:

- Theme: New Everyday Low Price (Value Added Proposition)
- Primary Communication: B2G1F pack offer. Bear in mind that due to Cambridge's new lower price, consumers taking advantage of this offer will be paying an average of \$0.87 per pack.
- Secondary Communication: Incentive Bounceback offer

V. TIMING:

<u>Concepts:</u>	6/02
<u>A&K:</u>	w/o 6/7
<u>Materials to FSI Supplier:</u>	6/18
<u>FSI Drop Date:</u>	8/01

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